

## WHAT IS CLAIMED IS:

1. In a metering dispenser for a liquid, foaming, pasty or viscous substance, having a housing to hold a dispenser unit formed by a storage container for a substance to be administered and a metering unit connected to the storage container, through which the substance can be dispensed in defined doses, and an activation mechanism which can activate the metering unit by an applied activation force to emit the defined dose of substance, wherein the dispenser unit is held in a reservoir holder in the housing, the improvement comprising: the storage container having an upper volume area, a lower volume area and the reservoir holder is formed having a collar-like clamping holder, wherein the metering unit is arranged at a lower end of the lower volume area and a force exerted by the reservoir holder on the dispenser unit for its secure mounting in the housing is applied in an area between the center of gravity of the properly installed and filled dispenser unit and the upper end of the upper volume area.

2. The dispenser of claim 1 wherein the collar-like clamping holder is formed as a reinforced ring and the reservoir holder is inserted in a recess of the housing.

3. The dispenser of Claims 2 wherein the upper volume area and the lower volume area are connected together via a screw connection and the reinforced ring of the collar-like clamping holder is formed by a flange ring with an internal thread on the upper volume area or the lower volume area.

4. In a metering dispenser for a liquid, foaming, pasty or viscous substance, having a housing to hold a dispenser unit formed by a storage container for a substance to be administered and a metering unit connected to the storage container, through which the substance can be dispensed in defined doses, and an activation mechanism which can activate the metering unit by an applied activation force to emit the defined dose of substance, wherein the dispenser unit is held in a reservoir holder in the housing, the improvement comprising: the storage container defining a lower volume area and an upper volume area, wherein the metering unit is arranged at a lower end of the lower volume area and a constricted shoulder area is formed between upper and lower ends of the reservoir holder, the constricted shoulder area defines a setting surface angled inwards at an angle  $\gamma$  to a side wall of the upper volume area, and wherein the housing has a corresponding support surface and the setting surface of the shoulder area is supportable on the housing support surface, and wherein a force exerted by the reservoir holder on the dispenser

unit for its secure mounting in the housing is applied in an area between the center of gravity of the properly installed and filled dispenser unit and an upper end of the upper volume area.

5. The dispenser of claim 4 wherein that the angle  $\gamma$  is between about  $10^\circ$  and about  $170^\circ$ .

6. The dispenser of claim 4 wherein the support surface is formed as a peripheral ring surface.

7. The dispenser of claim 4 wherein the reservoir holder is formed such that the dispenser unit can be inserted in the housing in only one position.

8. The dispenser of claim 4 wherein the setting surface and support surface are connectably lockable to each other and detachable by a groove and spring connection.

9. The dispenser of claim 4 wherein the setting surface and the support surface are flat surfaces.

10. The dispenser of claim 4 wherein the setting surface and the support surface are curved surfaces.

11. The dispenser of claim 4 wherein the support surface is a U-shaped area of the housing which is surroundable about the upper volume area.

12. The dispenser of claim 11 wherein a bead is arranged between the upper volume area and the lower volume area, an upper edge of the bead forms the setting surface, and the bead is insertable into the U-shaped area of the support surface.

13. The dispenser of claim 11 wherein the U-shaped support surface is flexible such that a U-shaped opening of the U-shaped surface has an expanding cross-section and a tapering cross section so that the lower volume area is insertable into the U-shaped support surface.

14. The dispenser of claim 4 wherein the support surface has a circular configuration, an inner diameter of the support surface is sized to the greatest outer diameter of the lower volume area such that the inner diameter of the support surface is smaller than a greatest outer diameter of the lower volume area and the lower volume area can be pushed into the support surface.

15. The dispenser of claim 4 wherein a first section of the lower volume area extends straight down and a second section of the lower volume area extends at an angle  $\alpha$  relative to the first section.

16. The dispenser of claim 15 wherein the angle  $\alpha$  is less than about  $40^\circ$ .

17. The dispenser of claim 16 wherein the angle  $\alpha$  is less than about  $30^\circ$ .
18. The dispenser of claim 15 wherein the second section has reinforcing elements for form stabilization, and the reinforcing elements are configured as ribs or embossed beads.
19. The dispenser of claim 4 wherein the activation mechanism comprises a push button which is swivellably mounted on the housing and is operative to transmit a pressure force to the metering unit, wherein the metering unit has a nozzle activatable under pressure and allows the defined dose of the substance to be output when nozzle is activated.
20. The dispenser of claim 19 wherein the push button is formed by a flat plate and a force transfer means arranged on a side of the flat plate facing the metering unit and connected with the flat plate by a control pin which acts on the metering unit.
21. The dispenser of claim 19 wherein the push button is formed by a flat plate, a contact surface of the flat plate facing the metering unit is angled relative to a contact surface of the metering unit by an angle  $\beta$  which is less than about  $90^\circ$ .
22. The dispenser of claim 4 wherein the housing comprises a base part which can be mounted on a wall and a cover part swivellable on the base part for filling, wherein the cover part forms a push button.
23. The dispenser of claim 4 wherein the lower volume area forms a fluid-tight channel between the metering unit and the storage container.
24. The dispenser of claim 4 wherein the lower volume area has a curved section and a concertina-like wall area.
25. The dispenser of claim 4 wherein the lower volume area is formed as a flexible hose.
26. The dispenser of claim 4 further comprising a web-like or tubular spacer that connects an end facing a metering connection of the lower volume area with the upper volume area.
27. The dispenser of claim 4 wherein the metering unit is formed as a metering pump and the liquid substance in the storage container can be foamed by activation movement before output in the defined dose.
28. The dispenser of claim 27 wherein the metering pump is a mechanical pump.

29. The dispenser of claim 4 wherein a lower area of the housing has a pressure support on which the lower volume area can rest when a pressure force is exerted on the metering unit.

30. The dispenser of claim 29 wherein the pressure support is disposed at least partially on an outer casing surface of the lower volume area over a wide surface.

31. In a dispenser unit for use in a housing of a dispenser, the unit having a storage container for containing a substance to be administered and a metering unit connected to the storage container wherein the substance can be emitted in defined doses and an activation mechanism activates the metering unit to emit the defined dose of the substance by an applied activation force, the improvement comprising: the storage container having an upper volume area, a lower volume area and a reservoir holder of the dispenser housing is formed having a collar-like clamping holder, wherein the metering unit is arranged at a lower end of the lower volume area and the clamping holder for secure mounting of the dispenser unit in the housing of the dispenser is provided in the area of the center of gravity of the filled dispenser unit.

32. In a dispenser unit for use in a housing of a dispenser unit, the unit having a storage container for containing a substance to be administered and a metering unit connected to the storage container wherein the substance can be emitted in defined doses, and an activation mechanism activates a metering unit to emit a defined dose of the substance under an applied activation force, the improvement comprising: the storage container having a lower volume area and an upper volume area, wherein the metering unit is arranged at a lower end of the lower volume area, the upper volume area has a constricted shoulder area between the upper and lower ends of the dispenser to form a reservoir holder with the dispenser housing, the constricted shoulder area has a setting surface angled inwards at an angle  $\gamma$  to a side wall of the upper volume area, which is cooperative with a support surface of the housing of the dispenser, the setting surface of the shoulder area is placeable on the support surface of the dispenser housing, and the setting surface is disposeable in the housing of the dispenser in about a center of gravity of the filled dispenser unit for secure mounting of the dispenser unit.